

## Europe Hotels Private Collection expands to Germany with two hotel brands SIR hotels and Max Brown Hotels with four new openings by the end of 2016

*Amsterdam/Berlin, 30<sup>th</sup> of August 2016.* The award-winning Amsterdam-based hotel development and management company “Europe Hotels Private Collection” (EHPC) continues its success story and enters the German market. Four new hotels from both their contemporary design-led SIR hotels and the young and playful Max Brown Hotels are set to open in Düsseldorf, Berlin and Hamburg by the end of 2016. Thanks to the strategic partnership with “The Entourage Group”, who provide a signature turn-key food and beverage service specifically for hospitality venues, Sir Savigny in Berlin will host the restaurant “The Butcher” while Sir Nikolai will welcome guests at “IZAKAYA Asian kitchen & bar”. [www.ehpc.com](http://www.ehpc.com)

### A curated portfolio of individual hotels, restaurants and bars

The opening of Sir Albert in Amsterdam in 2013 marked the start of the company EHPC and laid the foundation for the SIR hotels’ brand. With a passion for extraordinary hospitality concepts and an eye for trends, EHPC today encompasses an unconventional mix of services and brands. Currently, the collection encompasses Park Hotel Amsterdam, SIR hotels, Max Brown Hotels, the W Amsterdam by Starwood Hotels & Resorts as well as the concept store X BANK. Serving as community hubs, EHPC also operates destination restaurants and bars in a strategic partnership with The Entourage Group, renowned for restaurant hotspots such as “The Duchess” situated in the former KAS BANK, one of Amsterdam’s best-kept historic gems; the casual burger bar “The Butcher”, and “IZAKAYA Asian kitchen & bar”, elevating the traditional Japanese dining experience.

“We had always planned to expand into other markets, consistent with our philosophy of being a true industry innovator and create contextually rooted storytelling hotel concepts in strategic locations in Amsterdam, and carefully selected key destinations across Europe“, says Liran Wizman, owner of EHPC.

“We’re coming to Germany with a great enthusiasm and remain true to our credo: crafting unique experiences for our guests by creating communities that enclose and pervade all areas of our hotels by introducing our holistic food & beverage concepts, music, culture, and brand identity“, says Bram Van Der Hoek, Managing Director and concept developer of EHPC.

### Sir Savigny and Sir Nikolai are moving to Berlin and Hamburg

With Sir Savigny and Sir Nikolai, opening on famous Kantstraße in Berlin’s West and Hamburg’s Altstadt, the SIR hotel family is growing in two prime destinations in Germany. **Sir Savigny** welcomes guests to his 44-room urban boutique mansion as of October 14, 2016, offering access to a courtyard garden, a library and The Kitchen at the neighborhood restaurant The Butcher, serving a selection of finest fast-food from burgers to fries with truffle sauce. **Sir Nikolai** is moving into his urban retreat at the end of this year, boasting views over the Nikolaifleet, the Altstadt and the Hafen-City from the 94 rooms, a spa, and The Patio; a glass-covered courtyard. “IZAKAYA Asian kitchen & bar” of Amsterdam-fame, will serve high-end Japanese cuisine.

Each SIR hotel is built around its neighborhood and integrates with the local culture. It creates its own cosmos and is centred around a unique Sir character whose private mansion is open to friends from far and wide that share his sophisticated, locally inspired lifestyle.

The boutique brand was founded in 2013 with the opening of **Sir Albert**, located in a former diamond factory next to Amsterdam's Museum Square. The hotel was awarded „Netherlands Leading Boutique Hotel“ in 2013 and 2014. **Sir Adam**, a second SIR hotel in Amsterdam, opens later this year. All SIR hotels are members of Design Hotels™, a marketing platform for individually owned and operated hotels.

[www.sirhotels.com](http://www.sirhotels.com)

### **Max Brown Hotels set to open in Düsseldorf and Berlin**

This year will see the openings of Max Brown Hotels in both Düsseldorf and Berlin. First in line on September 6, is 65-room **Max Brown Midtown** in Düsseldorf, located in the city centers Japanese Quarter, close to hotspots like the Königsallee shopping boulevard and the Altstadt. Opening a few weeks later in Germany's capital city of Berlin is **Max Brown Ku'Damm**, featuring 70 rooms. Each hotel offers a social space with a bar, inviting both likeminded locals and guests. Regular game and movie nights, cultural events and parties, as well as collaborations reflecting the local culture.

Max Brown Hotels are meeting spaces for lovers and explorers of the local life who are looking for an authentic city experience. Smart urban residences in prime locations, with fresh design, lively social spaces and a dedicated team creates a personal, relaxed, yet affordable stay.

[www.maxbrownhotels.com](http://www.maxbrownhotels.com)

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### **About Europe Hotels Private Collection**

Europe Hotels Private Collection (EHPC) is an independent hotel management company based in Amsterdam. EHPC creates locally inspired storytelling hotel concepts in strategic locations in Amsterdam and selected key destinations across Europe. EHPC manages a collection of individually designed hotels in Europe and creates lifestyle hospitality concepts and brands. The collection includes the contemporary design-led lifestyle brand SIR hotels with hotels in Amsterdam, Berlin, Hamburg, and Ibiza (2017), Max Brown Hotels, Park Hotel, as well as the concept store X BANK in Amsterdam. [www.ehpc.com](http://www.ehpc.com)

### **About The Entourage Group**

The Amsterdam-based The Entourage Group provide a signature turn-key food and beverage service specifically for hospitality venues including hotels and other high-end locations across the globe. The company's wide range of expertise has been cultivated extensively through years of hotel management, operations and fine dining experience with their international restaurant brands. Collectively, their strengths and experience inspire The Entourage, the new standard of modern hospitality. Currently operating properties include The Duchess, MOMO Restaurant, Bar & Lounge, IZAKAYA Asian Kitchen & Bar, and The Butcher in Amsterdam, as well as The Butcher Berlin and IZAKAYA Asian Kitchen & Bar, soon to be opened in Hamburg. [www.the-entouragegroup.com](http://www.the-entouragegroup.com)